



FOR IMMEDIATE RELEASE: May 19, 2010

2010 NILE Sanctioned Ranch Rodeo Schedule

Billings, Mont. – The NILE is pleased to announce the schedule for the 2010 Ranch Rodeos that will qualify twelve teams to compete in the NILE Ranch Rodeo Finals, October 13th in Rimrock Auto Arena at MetraPark. The NILE Ranch Rodeo Finals will feature five exciting events consisting of Bronc Riding, Team Branding, Team Trailering, Team Doctoring, and Wild Cow Milking. This is the second year for the NILE series of Ranch Rodeos as the interest continues to grow. NILE President Rob Erickson says, “The interest and enthusiasm for Ranch Rodeo has really grown and we are very proud to host a finals event that truly accentuates the American West.”

This year’s NILE sanctioned rodeo schedule will start in Glasgow, MT on June 5th and continue throughout the summer at several locations in Montana as well as a special Wyoming State Ranch Rodeo Finals August 14th in Douglas during the Wyoming State Fair.

THE HISTORY: This marks the fourth year ranch rodeo has been a part of the NILE. In 2007, the NILE sanctioned its rodeo with the Working Ranch Cowboys Association (WRCA) in Amarillo, TX, which is host to the World Championship Ranch Rodeo. The following year, the NILE held an open ranch rodeo and took the first twelve teams that entered. Then in 2009, after spending a year planning and organizing their efforts, the NILE began its own sanctioning process. “We did this for a couple of reasons”, says Justin Mills, General Manager of NILE. “We saw the interest beginning to build and felt that if we could provide a finals event, it would lead the interest and involvement in other ranch rodeos in communities all across the region. Second, we wanted to create a sanctioning entity that incorporated event rules, structure, and details that fit a majority of the ranches in this region.” The benefit for the rodeos to sanction with the NILE was to qualify one team per rodeo to the NILE Ranch Rodeo Finals held in Rimrock Auto Arena at MetraPark in Billings, MT during the NILE Stock Show, Rodeo, & Western Expo. In the early spring of 2009, the NILE sought only ten rodeos to sanction, believing it would be a struggle just to get that many rodeos willing to buy into their idea. However, by June, nearly ten rodeos had committed and at summers end, one rodeo was turned away because all spots had been filled. For 2010, the NILE has continued forward with its goal of providing a sanctioning entity for Ranch Rodeos that believe in providing an event that embodies the work and skill of the true American Cowboy or Cowgirl. All rodeos that are sanctioned with the NILE will facilitate the same events and rules of the NILE Ranch Rodeo Finals. In addition, a partnership has been made with the Wyoming State Fair in Douglas, WY, who will be hosting the Wyoming Ranch Rodeo Finals and qualifying two teams to compete at the NILE. The Wyoming State Finals has put together their own subgroup of affiliate rodeos across the Cowboy State, thus spreading the interest and involvement across the state. At this time, there is one remaining spot open for another rodeo to be sanctioned with the NILE for the 2010 Finals. Heather Pfancook, Assistant General Manager for NILE and secretary of the Finals says they are currently seeking out a rodeo in Western South Dakota or Western Nebraska to complete their list of sanctioned rodeos for the year. “We have had some interest from ranch teams in those areas,” says Pfancook, “so we would like to have an event that is closer for them to compete at and qualify for the finals.”

INTEGRITY OF THE RODEO: From the beginning, the NILE has been adamant about what style of Ranch Rodeo they would produce and foster for growth. “We want the teams to come from real working ranches with real, true, ranch hands on the teams,” says Ward Fenton, past President and NILE Horse

Committee Chairman. Despite the fact they knew it would limit the speed of their growth, the NILE believe over the long run it would provide more continuity and integrity to the events for those wanting to participate and those wanting to watch and enjoy the events. Fenton states they have been very strategic about their growth in realizing that they do not want to build an event or entity that is over regulated, yet realizing that structure is needed to maintain the true essence of what the event symbolizes and represents.

While teams are able to earn a spot in the NILE Ranch Rodeo Finals through a win at a sanctioned rodeo, that does not guarantee them a spot. The team must still qualify as being a representative of one or combination of two working ranches with at least 200 head cow/calf minimum or the equivalent. Team members must work for the ranch(s) as owner, family member, full time or part-time ranch hand. Teams range from three to five members.

THE FINALS: If you talk with NILE rodeo committee members, the underlying motto of the NILE Ranch Rodeo Finals event is, Professionalism. “We always felt that the members on these teams that are representing ranches all across the region are Professionals,” says Dick Grosskopf, a NILE Director and one of the visionaries of the NILE Ranch Rodeo Finals. From their very first event, the NILE has worked to run the Finals fairly, efficiently and with a high expectation towards production, all while trying to provide a venue for people to see the level of skill in the teams, contestants, and horses. The interest in the event has been shared by both ranch and city people alike. While ranch people identify and appreciate the abilities of the contestants and horses, the city people enjoy the grandeur and skill of watching a real American Cowboy or Cowgirl.

To watch the NILE Ranch Rodeo Finals with its five events is like stepping onto a living, breathing, working ranch. Bronc Riding starts the rodeo with twelve cowboys individually trying to not only ride the wild Bronc, but also add flair and style at the same time. Team Doctoring involves the team separating an animal out of the herd then together roping and doctoring it by marking an X on the head. Team Branding has the team trying to get the fastest time in roping and branding (with flour) three calves from the herd. Team Trailering involves the team separating three head of cattle out of the herd and penning them in a trailer at the other end of the arena. The final event is Wild Cow Milking, in which the team must rope and hold the cow while another member milks her.

The high expectations for a well-produced event have been a strong motivator for the NILE. “We feel we have to separate ourselves with other events like this one for not only the people that buy the tickets, but for the respect of the contestants and our sanctioned rodeos,” says Justin Mills. New this year, the NILE will bring in a 12’ by 16’ video board that will offer a live video feed, replay, and stats during the event. Brookman Rodeo, Sidney, MT will be the stock contractor and multiple Montana PRCA Circuit Finals Rodeo Announcer Will Rasmussen is the Announcer.

The NILE Ranch Rodeo Finals will be held on Wednesday at 7pm in the Rimrock Auto Arena at MetraPark as the opening rodeo of the NILE Stock Show, Rodeo, & Western Expo. For more information about the NILE or the Ranch Rodeo Finals go to: www.thenile.org or call 406.256.2495.

Tickets for all NILE Rodeo events will go on sale July 1 through the MetraPark Box Office at (800) 366-8538 or online at www.metrapark.com.

(See schedule below)

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The NILE is a non-profit organization established in 1967 that is dedicated to the promotion of livestock, agriculture education, and respect of the western tradition. For more information on the NILE Stock Show and ProRodeo contact the NILE office at 406-256-2495 or visit www.thenile.org.



WEDNESDAY, OCTOBER 13TH, 2010

7:00 PM

*RIMROCK AUTO ARENA
METRAPARK, BILLINGS, MT*

2010 NILE SANCTIONED RANCH RODEOS

Winning teams from each rodeo qualifies to compete at the NILE Ranch Rodeo Finals on Wednesday, October 13, 2010.

*** Wyoming Ranch Rodeo Finals will qualify two teams.*

Date	Rodeo	Location	Contact
June 5, 2010	Glasgow Ranch Rodeo	Glasgow, MT <i>2PM: NE MT Fairgrounds</i>	Dwain Ozark (406) 230-1259 ashleigh@nemotel.net
June 19, 2010	Custer Ranch Rodeo	Custer, MT	Tami Jo Blake (406) 853-3474
June 19, 2010	Neal "Earl" Hermanson Memorial Ranch Rodeo	Sidney, MT	Nikki Crighton (701) 565-2271 elmerbv@hotmail.com
July 4, 2010	4W Livestock Ranch Rodeo	Big Timber, MT	Corby Ward (406) 223-5765 kelpiedogs@hotmail.com
July 24, 2010	Bozeman Roundup Ranch Rodeo	Bozeman, MT	Sue Shockley (406) 582-3270
August 7, 2010	Malta Ranch Rodeo	Malta, MT	Corby Ward (406) 223-5765 kelpiedogs@hotmail.com
August 15, 2010	Forsyth Ranch Rodeo	Forsyth, MT	Vicky Fink (406) 346-2144 rosebudcofair@rangeweb.net
August 15, 2010	**Wyoming Ranch Rodeo Finals	Douglas, WY WY State Fair	(307) 358-2398
September, TBD, 2010	Harlowton Ranch Rodeo <i>(Labor Day Weekend)</i>	Harlowton, MT	Corby Ward (406) 223-5765 kelpiedogs@hotmail.com
September 12, 2010	Roundup Ranch Rodeo	Roundup, MT	Marcey Eskew marceveskew@hotmail.com